

Website Committee Minutes - APPROVED
August 7, 2017 - 4:30 p.m.
Legislature Chambers

Present: T. Schiele, J. Fracchia, T. Brown, K. Servoss, M. Pottorff, D. Barber
Guests by Videoconference: Lyn Kelly, Mike Kelly, Kathy Gudich, DiscovereGov

Call to Order

Mr. Schiele, Chair, called the meeting to order at 4:36 p.m.

Changes to the Agenda

Mr. Schiele reported on information that has been learned since the last meeting and said the quote received previously from DiscovereGov was based on a change in the site's appearance and not a rebuilding of the full site.

Approval of Minutes of July 25, 2017

The minutes of the July 25,2017 were approved as presented.

GotoMeeting with DiscovereGov

The website, Lifetimebenefitsolutions.com, was presented to representatives of DiscovereGov as an example of a website design members of the Committee are interested in pursuing for the Consortium. Upon viewing the site Mr. Kelly said it is a dynamic and responsive design that would format to the size of the user's screen and would work well in a mobile scenario. He also commented that the Consortium could acquire its own URL but it would revert back to the Tompkins County site.

Mr. Kelly said there would be some limitations to the Consortium remaining on the County's site; however, if the Consortium wanted to go to a stand-alone site it would provide the end-result and would have more graphic and navigation flexibility with no limitations as to what the site would look like. A new site would also be built using the same content management system that Tompkins County uses and it would fall under the same service rules as Tompkins County with regard to security and backup. He said the biggest benefit would be the Drupal content management system as it would allow anyone within the County to update content. Although it would be a separate database it would also have the same storage abilities as the County's website.

Mr. Brown arrived at this time.

There was consensus that the Committee is interested in pursuing a new stand-alone site. Mr. Schiele noted there are now several municipalities in the Consortium that are outside Tompkins County. During discussion of the Lifetimebenefitsolutions.com site the following points were made by Mr. Kelly:

- Thought should be given to the graphics that would appear on the site;
- Headings, navigations, sub-navigation, and the header can be changed through the content management system;
- There are no limits on the amount of storage;
- Because Drupal is open-source there are a lot of modules that are available which will allow forms to be built within the site;
- Drupal is a very strong and robust content management system;
- The colors in the Consortium's Logo should be strengthened;
- Mapping out the site at the front-end of the process is very important;

- If videos will be placed on the site DiscovereGov recommends they be hosted on a video site. They recommend that videos on the site be short. They will optimize the video for website use so it loads quickly.

Mr. Fracchia said would like to have a site that provides flexibility with building blocks. Mr. Kelly said primary blocks can be changed and seasonal information can be added and changed.

Mr. Schiele asked that the Committee be provided with a checklist of items that should be considered that would be part of a new Scope of Work, a sample of other websites, and a revised Scope of Work. Mr. Schiele asked if there would be an intranet option. Mr. Kelly explained this is an option but would change the scope of work; he will include the cost in the revised Scope of Work.

There was discussion of developing a site map. Ms. Servoss commented that during the process the end user should be kept in mind and getting them to their destination in just a couple of clicks. Mr. Barber said those users would be Directors, Committee members, and subscribers.

There was discussion of changing the Consortium's domain name with the following suggestions offered: CNYHealth.org, healthconsortium.net, and healthconsortium.org. Mr. Barber cautioned against choosing a name that could attract the general public who are interested in signing up for health insurance.

Next Steps

Mr. Barber suggested looking at website examples provided by DiscovereGov and to think about a site map for how the site would be structured. He said there should also be discussion of whether the Consortium will be moving forward with DiscovereGov. Mr. Barber spoke in support of choosing a professional organization to host the website that is available and that could provide the needed backup to support the management of content on the site. Mr. Schiele commented that there are benefits to staying with the Drupal platform and said from his experience working with DiscovereGov he has found them to be very responsive when questions arise.

Mr. Fracchia suggested issuing a request for proposals to see if there is interest by companies in the local community and noted Drupal is a common platform.

It was agreed that once information is received from DiscovereGov it will be circulated to the Committee.

The next meeting will be September 12th at 5 p.m. At that meeting the Committee will discuss information received from DiscovereGov and ideas for structuring the information on the website.

Adjournment

The meeting adjourned at 5:45 p.m.